

**PROGRAMMABLE IDENTIFICATION IN  
A COMMUNICATIONS CONTROLLER**

**ABSTRACT OF THE DISCLOSURE**

A communications controller may be programmed to store an identification code  
5 (identification data string) for a produce device in a non-volatile read/write memory, e.g.,  
an electrically erasable programmable read only memory (EEPROM), FLASH memory,  
etc. The identification string may be generic or unique for the device and may be  
programmed before, during or after manufacture of the device. In addition, the  
identification string may be reprogrammed whenever a change is made to the device, e.g.,  
10 after an upgrade.